THANK YOU

2021 Year in Review

Levana Shifman
Neta Rosenthal
What a year it has been! Looking back on my first year as MAF’s Executive Director following my previous stint on the Board of Directors, I am in awe of the organization’s impressive achievements.

In recognition of the fact that advancing innovation and entrepreneurship is the key to maximizing impact, we have focused our efforts on these vital fronts.

In 2021, our dedicated team spearheaded several projects significant both in scale and impact. We guided our alternative protein CMO facility project to feasibility by entrusting it to the tremendously capable hands of LEC. We successfully licensed out the technology we developed within MAF. We produced and globally distributed a content-rich magazine featuring a detailed mapping of the ecosystem. And we invested substantial resources into shaping our 2022 flagship project: an accelerator program designed to nurture early-stage startups and support young, motivated entrepreneurs in the alt-protein space.

In 2021, thanks to you, we tripled our budget! With your generous donations, we marched the ecosystem further into the future, connecting innovators and investors and raising public awareness by reaching larger audiences with our informative presentations, events, and panels.

Fundraising for Israeli alt-protein companies approximately tripled in 2020 compared to the previous year, and it is estimated that in 2021 the figure more than doubled. The market is hungry for more world-changing developments emerging from the rapidly growing industry, seeking disrupting innovations which not only revolutionize our plates, but which are also kinder to animals and the planet.

We believe our role in the ecosystem is to accelerate the field, to encourage new talent, to connect entrepreneurs with smart money, and to ensure that the new alternatives are healthful, sustainable, and accessible.

MAF anticipates a challenging and exciting 2022. Every donation enables us to amplify our impact, feed more people, safeguard more animals, reduce pollutants and GHG emissions, and create a better world for us all. Thank you.

Yours,
Levana Shifman
Executive Director
Vision
THE MODERN AGRICULTURE FOUNDATION (MAF) ENVISIONS A WORLD WHERE OUR PROTEIN SOURCES ARE SUSTAINABLE AND COMPASSIONATE

Mission
TO ACCELERATE THE ALTERNATIVE PROTEIN ECOSYSTEM, FOSTER HIGH-IMPACT INNOVATION, SPARK ENTREPRENEURSHIP, AND NURTURE A COLLABORATIVE COMMUNITY - IN ISRAEL AND BEYOND

Values
- MAKE THE WORLD BETTER
- INNOVATION AND ENTREPRENEURSHIP
- TRANSPARENCY
- ACT LOCAL, THINK GLOBAL
- COLLABORATIVE COMMUNITY
We commercialized one technology.

We joined two coalitions of investors, entrepreneurs, students, farmers, and others.

HUNDREDS of investors, entrepreneurs, students, farmers, and others heard our talks.

We grew our budget by 340% (compared to 2020).

13 content contributors from the ecosystem were featured in our 2021 magazine.

1500+ recipients on our monthly newsletter contact list.
Collaboration for the Cause

We joined two coalitions: **50by40**, dedicated to cutting the global animal industry by 50% by 2040, and **Life & Environment**, an Israeli union of environmental NGOs promoting sustainability and environmental justice.

We partnered with other nonprofits: **Food Visionaries**, our Swiss sister organization, and **MassChallenge Israel**, the Israeli branch of MassChallenge, a global network of innovators.
In 2020, we developed the model for an alternative protein-designated Contract Manufacturing Organization (CMO), and in 2021 we nailed the project's preliminary goal! Our CMO model (dubbed The Flower) garnered great interest from key industry figures and governmental entities. The Flower inspired the Israeli Ministry of Economy's vision for Kiryat Shemona's soon-to-be-established micro-industry complex in the north's industrial zone which is expected to play a crucial role in the north's FoodTech Valley. The Ministry is about to re-issue its open call for investors, and as of December 2021 intended to incorporate an alternative proteins-focused facility.

We have entrusted Leading Edge Consultants (LEC), our strategic partner, to lead the project by further developing the model and harnessing the right investors while preserving MAF's vision and values.
In 2020, we tested the feasibility of a new technology for 3D scalable food texturization. Following the successful 2021 completion of the in-house POC with the creation of plant-based deli cuts, we commercialized the technology by licensing it out as an independent startup company, *Alfred’s Food-Tech* Ltd. As of December 2021, Alfred’s raised $1.3 million in its seed funding round, and is currently in its A funding round.

This tremendous and unique achievement inspired us to continue directly supporting the establishment of new startup companies by launching the Better Plate accelerator track, our 2022 flagship project.
Climate Summit and Roundtables: MAF participated in the Jerusalem District climate summit as well as in a series of roundtables organized by the Israel Ministry of Environmental Protection. In addition, MAF contributed recommendations to the Israeli government’s draft preparations for the UNCCC (COP26).

Talks: MAF presented numerous talks about the critical role alternative proteins play in sustainability. Audiences included IIA Israel, Neot Kedumim Park staff, VALUE2 Investment House, Israel Dryland Workers Association, and Reichman University.
Our first issue of Alternative Proteins IL magazine reached hundreds of readers, locally and internationally! The magazine included our local ecosystem mapping, and featured reviews, articles and advertisements from service providers, foodtech hubs, the Israel Innovation Authority, and more.

"I must say that this magazine is very important and impressive. Thank you again for giving us the opportunity to participate."

We published an extensive review of the rising sector of alternative proteins in Israel Advanced Technology Industries’ (IATI) Life Science 2021 report.

We launched our monthly newsletter, reaching the inboxes of more than 1,500 professionals and enthusiasts.
Modern Agriculture Foundation (MAF), in partnership with MassChallenge Israel (MCIL), is proud to announce the launch of Better Plate, a unique alternative protein-focused track within MassChallenge Israel's Core Accelerator 2022 Program.

“It is becoming clear that the global appetite for meat and dairy products can no longer be met by unsustainable, conventional means. MassChallenge Israel is proud to support the urgent mission of identifying healthy, affordable, low carbon footprint solutions, and is excited to partner with the Modern Agriculture Foundation to offer the Better Plate track.” - Aaron Zucker, Managing Director of MassChallenge Israel
IN 2021, WE HAVE TRIPPLED OUR BUDGET - THANKS TO YOU!

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<thead>
<tr>
<th>Year</th>
<th>Budget (ILS)</th>
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<tbody>
<tr>
<td>2020</td>
<td>800,000</td>
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<tr>
<td>2021</td>
<td>600,000</td>
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<td>2022 (Expected)</td>
<td>400,000</td>
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Under its new management and new strategic outlook, MAF has chosen to shift its focus towards accelerating the alternative protein space by supporting innovation and entrepreneurship.

In Israel, the Startup Nation, new startups are constantly emerging, particularly in the booming alt-protein field. With the right tools and professional guidance, every startup company in the alternative protein space can fulfill its potential. MAF is committed to assisting them every step along the path to maturity and successful fundraising by advising in critical decision-making, by supporting best practices in the development of products and by forging connections with strategic partners.

To that end, we have partnered with MassChallenge Israel to lead the largest sustainable foods innovation accelerator focused on alternative proteins in Israel, and possibly even the entire Middle East. We are devoted to investing all our resources into generating impact, accelerating development, and scaling up achievements. We believe that new game-changers of the global foodtech industry are among our accelerator cohorts. With your renewed support, we can continue to make our food systems, our collective plate, and the entire world better.

Levana Shifman & Neta Rosenthal
THANK YOU FOR SUPPORTING OUR WORK IN 2021

Together we will continue to make a greater change in 2022!

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